

Honolulu City Charter Commission
October 16 through November 7, 2006

MEDIA	SIZE/LENGTH	INSERTIONS/DATES	COST	# WEEKS/ FREQ.	SUB-TOTAL
NEWSPAPERS					
Honolulu Advertiser Sunday Circ.: 165,481	2-page center spread B/W or 4-color (rate inclusive)	Sunday, October 22, 2006	\$25,893.00	1	\$25,893.00
The Honolulu Advertiser TOTAL				1	\$25,893.00
**Combination Rate - Honolulu Star-Bulletin Sunday Circ.: 61,000	2-page center spread	Sunday, October 22, 2006	\$14,718.16	1	\$14,718.16
MidWeek Weekly Circ.: 268,000	2-page center spread	Wednesday, November 1, 2006		1	\$0.00
MidWeek TOTAL				2	\$14,718.16
ETHNIC NEWSPAPERS***					
Hawaii Hocht (Japanese) Circ.: Published Mon. - Sat. Translation fee: \$75/page or .25/word	2-page spread, B/W	Monday, October 23, 2006	\$4,647.50	1	\$4,647.50
Sing Tao (Chinese) Circ.: Published daily Translation fee: \$50/page	2-pages, B/W	Monday, October 23, 2006	\$1,622.40	1	\$1,622.40
World Journal Hawaii Circ.: Published Mon.-Sun. Translation fee: \$80/page	2 page spread, B/W	Monday, October 23, 2006	\$1,624.00	1	\$1,624.00
The Fil-Am Courier Circ.: 20,000/issue Published 1st & 16th of month Translation fee: \$60/page	2-page spread, B/W	Monday, October 16, 2006	\$2,000.00	1	\$2,000.00
Hawaii Filipino Chronicle Circ.: 20,000/week Published weekly on Saturday Translation fee: \$75/page	2-page center spread B/W	Saturday, October 28, 2006	\$2,970.00	1	\$2,970.00
The Korea Times Circ.: Published daily Translation fee: \$100/page	2-page spread, B/W	Monday, October 23, 2006	\$1,200.00	1	\$1,200.00
ETHNIC TOTAL					\$14,063.90

***ETHNIC NEWSPAPERS HAVE AN ADDITIONAL TRANSLATION CHARGE BASED UPON NUMBER OF PAGES INVOLVE
 (All translations are based upon double-spaced, 8-1/2" x 11" letter-size typed page.)
 Ethnic newspapers will not guarantee center spread unless noted.

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MEDIA	LENGTH	FLIGHT DATES	COST	# WEEKS/ FREQ.	SUB-TOTAL
TELEVISION STATION					
KGMB Prime Time News	30-seconds 17 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 39.1% / Freq.: 2.1x	\$6,000.00		
KHNL Prime Time News	30-seconds 14 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 33.4% / Freq.: 1.5x	\$6,000.00		
KHON Prime Time News	30-seconds 13 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 53.5% / Freq.: 1.9x	\$7,100.00		
KITV Prime Time News	30-seconds 14 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 42.7% / Freq.: 1.8x	\$6,000.00		
Oceanic Cable CNN, HNN Fox News	30-seconds 44 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 7.8% / Freq.: 1.5x	\$1,515.00		
LOCAL TELEVISION			\$26,615.00		
ETHNIC PROGRAMMING					
KIKU TV Japanese programming	30-seconds 8 spots	Sat., October 28 - Sat., November 4 (8 days) * HH Reach: 15.4% / Freq.: 1.4x	\$2,000.00		
KBFD Korean programming Evening News & English subtitled drama	30-seconds 16 spots	Sat., October 28 - Sat., November 4 (8 days)* HH Reach: 20.4% / Freq.: 2.5x	\$1,500.00		
ETHNIC TELEVISION			\$3,500.00		
NOTE: Commercial can run in English and have translation subtitles if desired.					
TELEVISION TOTAL			\$30,115.00		

* Actual run dates to be determined.

NOTE: All rates are quoted at political non-pre-emptible fixed positions.
Stations require payment in advance of airtime for entire flight.



THE GENERAL

General Printing Company • 537 Kaaahi Street • Honolulu, Hawaii 96817
Telephone: (808)591-2271 • Fax: (808)848-3222 • Email: genprint@hawaii.rr.com

January 18, 2006

D011806-06

To : Honolulu Publishing
Attn : Patty

From : Duanna

Re : CITY CHARTER COMMISSION BOOKLETS

Qty : 200M/380M

Size : 5.5 x 8.5 saddle stitch
16pp self cover

Inks : 1 color 2 sides

Paper : 50# White Wove Offset

Art : Digital file provided

Cost : 200M = \$14,605.00 net + tax
380M = \$27,290.00 net + tax

Estimate

Estimate # 7084

Est Date: 01/18/06

CustCode: CIt001

Cardinal Services Ltd. - 552 North Nimitz Hwy. - Honolulu, HI 96817

Phone: (808) 538-3884 Fax: (808) 521-1419

CUSTOMER INFO		JOB INFO	Estimate # 7084
Attn: Jim Myers City Charter Commission		Account Rep: Tonya Nakaguma Email: Job Name: Information Booklet Inserted	
Phone:	Fax:	Data Due:	Pstg \$ Due:
Terms:		Material Due:	Drop Date:

Qty	Description
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Data Processing

275,000 Voter List IJ Prep

SubTotal: \$3,000.00

Mailing Services

275,000 Inkjet & Sort

1 Setup Machine Inserter

275,000 Inserting 1

SubTotal: \$15,800.00

Print

275,000 Print 16 Page Booklet 5.5 x 8.5 Saddle Stitch

1 on black 2 sides 50lb White Wove Offset

275,000 6 x 9 Booklet Envelope Prints Black

1 1 side on 24lb White Wove

SubTotal: \$32,000.00

Postage

SCF-Std ECR Basic Ltr. 275,000 0 oz. 0.180 \$49,500.00

Postage Sub Total: \$49,500.00

*Postage must be received 24 hours in advance of mail date

*This estimate is valid for 30 days and is subject to change based on review of 'live' data and material

Sub Total: \$50,800.00

Tax: \$2,116.33

Total Services: \$52,916.33

ALL PRICES ARE NET OF AGENCY DISCOUNTS

Postage: \$49,500.00

Total Incl. Postage: \$102,416.33

Comments

Thursday, January 19, 2006

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PUBLIC EDUCATION PLAN
7/20/06

SEPTEMBER

(Sept 1 – Final ballot language to City Clerk)

(Sept 23 – Primary Election)

- Prepare brochure and newspaper advertisements
- Prepare radio/TV advertisements
- Schedule presentations to organizations, talk shows
- By Sept 23 - Publish digest/notice in both major daily newspapers (required by Charter)
- By Sept 23 - Publish digest/notice in Chinese, Japanese, Ilocano newspapers

OCTOBER

(Early October – Clerk mails absentee ballots)

(Oct 24-Nov 4 – Walk-in absentee voting)

- Presentations to Neighborhood boards, organization meetings
- Appearances on talk shows (radio, TV)
- Sample ballot?
- Mid-October - Bulk mailing of brochure to all voting households
- Mid-October - TV, radio, newspaper ads

NOVEMBER

(Nov 7 – General Election)